WHAT IS CLAIMED IS:

1. A method for the cost-effective use of medications, comprising:
adjusting the patient cost for at least one medication treatment therapy
according to the cost-effectiveness of the medication treatment therapy; and

providing a physician with the adjusted patient cost of the medication treatment therapy.

- 2. The method of Claim 1, wherein adjusting the patient cost is based at least in part on patient medication treatment therapy history.
- 3. The method of Claim 1, wherein adjusting the patient cost is based on at least one patient attribute.
- 4. The method of Claim 3, wherein the patient attribute includes at least one of: age, sex, weight, past and current medications, co-existing diseases, surgical history, allergies, laboratory findings, and social history.
- 5. The method of Claim 1, wherein the cost-effectiveness of the medication treatment therapy is based on the overall cost of treatment, including treatment of side-effects related to medication therapy.
 - 6. A system for the cost-effective use of medications, comprising:
 - a user interface, configured to receive input from a user and display information;
 - a cost-effectiveness analysis means, configured to determine the cost-effectiveness of a plurality of medication treatment therapies; and
 - a patient cost adjustment means, configured to adjust the patient cost for each of the medication treatment therapies according to cost-effectiveness data from the cost-effectiveness analysis means, wherein the adjusted patient cost for each medication treatment therapy is displayed on the user interface.
- 7. The system of Claim 6, wherein the cost-effectiveness of a medication treatment therapy is based at least in part on at least one patient attribute.
- 8. The system of Claim 7, wherein the patient attribute includes at least one of: age, sex, weight, past medications, current medications, co-existing diseases, surgical history, allergies, laboratory findings, and social history.

- 9. The system of Claim 6, wherein the cost-effectiveness of a medication treatment therapy is based at least in part on the risk of complications for the medication treatment therapy.
- 10. The system of Claim 6, wherein the plurality of medication treatment therapies are determined based on information provided at the user interface.
- 11. The system of Claim 10, wherein the information provided at the user interface includes at least one of patient symptoms, diagnosis, and type of medication treatment therapy, whether by drug class, indication, or chemical structure.
 - 12. A medication therapy treatment selection system, comprising:
 - a user interface, configured to receive input from a user and display information;
 - a medication therapy analyzer in data communication with the user interface, configured to determine a plurality of possible medication treatment therapies based at least in part on information provided at the user interface;
 - a cost-effectiveness analyzer in data communication with the medication therapy analyzer, wherein the cost-effectiveness analyzer is configured to generate cost-effectiveness data for each of the possible medication treatment therapies; and
 - a patient cost adjuster in data communication with the cost-effectiveness analyzer and the user interface, configured to adjust the patient cost for each of the medication treatment therapies based on the cost-effectiveness data, and configured to provide the adjusted patient cost to the user interface for display.
- 13. The system of Claim 12, further comprising a patient electronic record database in data communication with the user interface, the medication therapy analyzer, and the cost-effectiveness analyzer, and configured to store data corresponding to a patient under treatment, wherein the patient electronic record database is accessible by the user interface.
- 14. The system of Claim 13, wherein the plurality of possible medication treatment therapies are determined based at least in part on a patient attribute stored in the patient electronic database.

- 15. The system of Claim 13, wherein the cost-effectiveness of the medication treatment therapies is based at least in part on data stored in the patient electronic record database.
- 16. The system of Claim 12, wherein the information provided at the user interface includes at least one of: patient symptoms, diagnosis, and type of medication treatment therapy, whether by drug class, indication, or chemical structure.
- 17. The system of Claim 12, wherein the cost-effectiveness of at least one of the possible medication treatment therapies is based at least in part on medication treatment therapy history of a patient.
- 18. The system of Claim 12, wherein the user interface is a wireless communication device.
- 19. The system of Claim 12, wherein at least one of the user interface, the patient electronic record database, the medication therapy analyzer, the cost-effectiveness analyzer, and the patient cost adjuster is coupled to a data communication network.
- 20. The system of Claim 12, wherein the cost-effectiveness of the possible medication treatment therapies is based on at least one patient attribute.
- 21. The system of Claim 20, wherein the patient attribute includes at least one of: age, sex, weight, past medication, current medication, co-existing disease, surgical history, allergies, laboratory findings, and social history.
- 22. A method of increasing the cost-effective use of medication treatment therapies, comprising adjusting a patient cost for at least one of a plurality of possible medication treatment therapies according to a cost-effectiveness determination of each possible medication therapy for the patient under treatment.
- 23. The method of Claim 22, further comprising providing a physician with the dynamically determined patient cost of at least one of the possible medication treatment therapies.
- 24. The method of Claim 22, wherein the cost-effectiveness of at least one of the plurality of possible medication treatment therapies is based at least in part on a patient attribute.

- 25. The method of Claim 24, wherein the patient attribute includes at least one of: age, sex, weight, past medication, current medication, co-existing disease, surgical history, allergies, laboratory findings, and social history.
- 26. A system for increasing the efficiency of cost-effective use of medication treatment therapies, comprising means for adjusting a patient cost for at least one of a plurality of possible medication treatment therapies according to a cost-effectiveness determination of each possible medication therapy for the patient.
- 27. The system of Claim 26, further comprising providing a physician with the dynamically determined patient cost of at least one of the possible medication treatment therapies.
- 28. The system of Claim 26, wherein the cost-effectiveness of at least one of the plurality of possible medication treatment therapies is based at least in part on a patient attribute.
- 29. The system of Claim 28, wherein the patient attribute includes at least one of: age, sex, weight, past medication, current medication, co-existing disease, surgical history, allergy, laboratory findings, and social history.
 - 30. A method of selecting a medication treatment therapy, comprising: receiving information from a user;

determining a plurality of possible medication treatment therapies based at least in part on the information received from the user;

generating cost-effectiveness data for each of the possible medication treatment therapies for a specific patient;

adjusting the patient cost for each of the medication treatment therapies based on the cost-effectiveness data; and

displaying the adjusted patient cost to the user.

- 31. The method of Claim 30, further comprising storing data corresponding to a patient under treatment.
- 32. The method of Claim 31, wherein the plurality of possible medication treatment therapies are determined at least in part on a patient attribute stored as part of the data corresponding to the patient under treatment.

- 33. The method of Claim 31, wherein the cost-effectiveness of the medication treatment therapy is based at least in part on the stored data.
- 34. The method of Claim 30, wherein the information received from the user includes at least one of: patient symptoms, diagnosis, and type of medication treatment therapy, whether by drug class, indication, or chemical structure.
- 35. The method of Claim 30, wherein the cost-effectiveness of at least one of the possible medication treatment therapies is based at least in part on medication treatment therapy history of a patient.
- 36. The method of Claim 30, wherein the cost-effectiveness of the possible medication treatment therapies is based on at least one patient attribute.
- 37. The method of Claim 36, wherein the patient attribute includes at least one of: age, sex, weight, past medication, current medication, co-existing disease, surgical history, allergies, laboratory findings, and social history.
- 38. The method of Claim 30, further comprising transmitting the adjusted patient cost to a pharmacy or data center communicating with a pharmacy.
 - 39. A method of adjusting the copayment for a medication, comprising:

adjusting the patient cost for at least one medication treatment therapy according to the probability of efficacy of the medication treatment therapy for the patient; and

providing a physician with the adjusted patient cost of the medication treatment therapy.

- 40. The method of Claim 39, wherein the probability of efficacy of the medication treatment therapy is based on at least one patient attribute.
- 41. The method of Claim 40, wherein the patient attribute includes at least one of: age, sex, weight, past medication, current medication, co-existing disease, surgical history, allergies, laboratory findings, and social history.
- 42. A device for assisting a physician in selecting a medication treatment therapy, comprising:

a medication treatment therapy determination module, configured to determine at least one medication treatment therapy for a patient according to information received from a user;

- a copayment adjustment module configured to adjust the patient cost of at least one of the medication treatment therapies determined by the medication treatment therapy determination module, wherein the copayment adjustment is based at least in part on the cost-effectiveness of the medication treatment therapy; and
- a display configured to display at least one of the determined medication treatment therapies and the adjusted patient cost.
- 43. The device of Claim 42, further comprising a cost-effectiveness analysis module configured to determine the cost-effectiveness of the medication treatment therapy determined by the medication treatment therapy module.
- 44. The device of Claim 42, wherein the cost-effectiveness of the medication treatment therapy is based at least in part on a patient attribute.
- 45. The device of Claim 44, wherein the patient attribute includes at least one of: age, sex, weight, past medication, current medication, co-existing disease, surgical history, allergies, laboratory findings, and social history.
- 46. The device of Claim 42, wherein the information received from the user includes at least one of patient symptoms, diagnosis, and type of medication treatment therapy, whether by drug class, indication, or chemical structure.
- 47. The device of Claim 42, further comprising communications means configured to receive patient information from a patient information database.
- 48. The device of Claim 42, further comprising a patient information module configured to store information regarding the patient under treatment, and wherein the medication treatment therapy module uses the patient information to determine the at least one medication treatment therapy.